



# EXPAND YOUR MEMBERSHIP

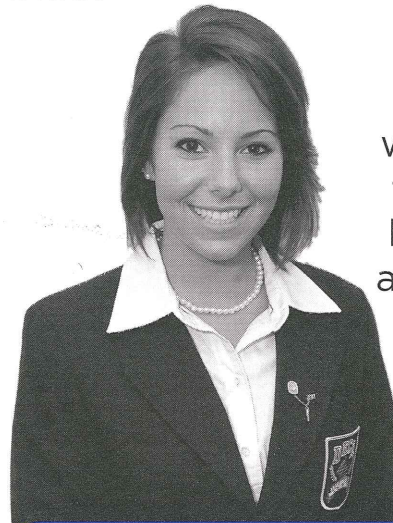
Membership can pay big dividends for your members, chapter and state/province.

- Your student members have the potential to earn **scholarships** and **cash awards** and participate in DECA's **competitive events** program.
- Your chapter can earn the recognition it deserves through DECA's **membership campaign**.
- Your state/province earns an **additional competitive event slot** for every 50 more members than last year.

## RECRUITMENT IDEAS

- Sign up **alumni, administrators, judges, business partners** and **parent supporters**.
- Invite **freshmen, sophomores, juniors** and **seniors** to join DECA.
- Expand your focus. Students in **marketing, business, hospitality, finance, management** and **entrepreneurship** courses can get a lot out of DECA.
- Recruit a teacher. Encourage your colleagues teaching **marketing, business, hospitality, finance, management** and **entrepreneurship** to sign up their members and participate in DECA.

**Celebrate DECA Week:**  
October 10-16, 2010



"I joined DECA when I was a freshman in high school, and I grew as a leader each year."

## MEMBERSHIP CAMPAIGN

### DIAMOND LEVEL

- > Recruit 10 or more student members than last year or achieve 100% membership.
- > Recruit 10 or more alumni and/or professional members.
- > Implement 5 PR/promotion activities between the start of school and Nov. 12.
- > Implement one or more community service projects on a "DECA Serve Day" you choose during DECA Week.

Diamond Level chapters receive onstage recognition at the DECA International Career Development Conference.

### GOLD LEVEL

- > Recruit 5 or more members than last year.

### 100% MEMBERSHIP

- > 100% membership means that 100% of the students enrolled in your classes are DECA members.
- > Submit membership to DECA Inc. by Nov. 12.

For details and the submission process, visit <http://www.deca.org>.  
Deadline: December 1, 2010

**SET YOUR GOAL TO INCREASE YOUR MEMBERSHIP THIS YEAR**